Q4 Market Dynamics Observed

What the Market Looks Like before 2026

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Macro Trends: What Stood Out

Two forces dominated Q4

- AI & Cloud becoming core infrastructure

- Reuse & sustainability reinforced by regulation

👉 **2026 will require technology + responsibility**

Macro Trends: What Stood Out

AI & Cloud in Action

- AI highlighted as a future-shaping theme at World Printers Summit 2025

- Rising SME trust in AI, especially in Europe

- Toshiba America strengthened cloud strategy via Youmebee acquisition

👉 **2026 will require technology + responsibility**
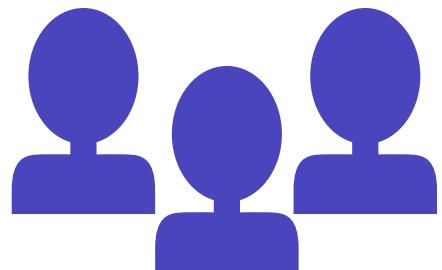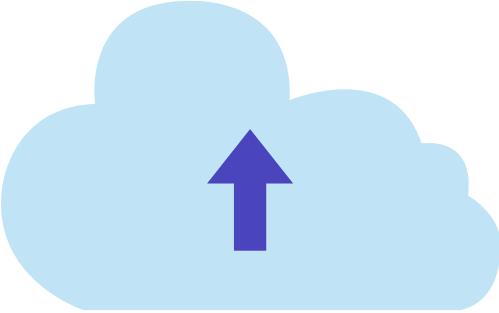
Macro Trends: What Stood Out

Reuse Becomes Mandatory

- EU reinforced reuse targets, including printer cartridges (WEEE)

- Sustainability shifting from positioning to compliance

👉 **2026 will require technology + responsibility**

Supply Chain Reset

Q4 moves show a clear pattern

- Regional production & remanufacturing
- Policy-driven shifts (anti-dumping, localization)
- Partnerships to improve efficiency & control

👉 **Shorter, more resilient, regulation-aware supply chains**

Innovation Focus

- Multifunction capability (**UV + DTF desktop printing**)

- **Open-source & repairable** printer design

👉 **Innovation is about flexibility, openness, and user control**

Product Launch

Focus on:

- Hybrid work
- Industrial efficiency
- Compact & specialized use cases

👉 **Fewer "big leaps", more market-specific solutions**

Product Launch

OEM	NEW RELEASE	HIGHLIGHTS	CATEGORY
Sharp	BP series	Multifunction printers redefining **productivity**, **connectivity**, and **sustainability** for **hybrid workplaces**.	A3 Printers
Epson	Colorio EP-988A3	Compact **A3 inkjet printer**, ideal for **home users**.	A3 Printers
Ricoh	IM Series (IM 6010, 4510, 3510, 2510)	Monochrome multifunction printers supporting **digital transformation** while maintaining strong **paper-based output** capabilities.	A3 Printers
Toshiba	BX420 series & BX430 series	Capable of handling **real-time PDF printing** without relying on external **drivers** or **middleware**.	Industrial Label Printers
Fujifilm	Frontier DX400W	Compact printer meeting **high-quality photo printing** demands, from standard photos to **photo books** and **calendars**.	A4 Inkjet Printer
Canon	Satera Series	Nine new business printer and MFPs, including the flagship **Satera 971 Ci**, addressing business needs for **high image quality**, **high speed**, and **reliable security**, while also advancing Canon's **environmental initiatives**.	MFPs
Konica Minolta	A4 bizhub	Monochrome multifunction printer delivering **high-speed output** and **versatile performance** across office and industrial environments.	MFPs

Industry Voices

"Buyers want products that don't need service calls."
— Ray Stasieczko, Industry Consultant

"Quantum-secure printing must be implemented today."
— Stanislav Malinskiy, <Business Inform> Publisher

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